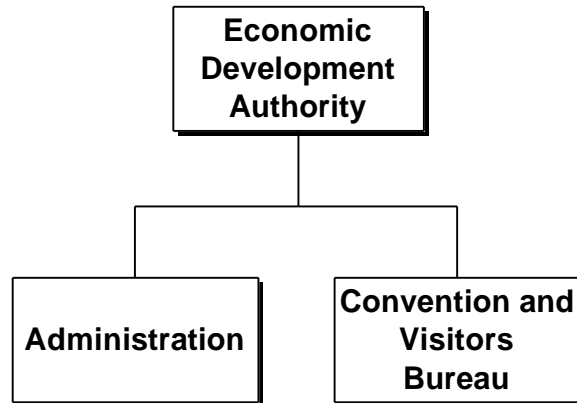


ECONOMIC DEVELOPMENT AUTHORITY



Agency Position Summary

33 Exempt Positions / 33.0 Exempt Staff Years

Position Detail Information

ADMINISTRATION

1	Director E
1	Director of Communications E
1	Director of Internal Marketing E
1	Director of Domestic Marketing E
3	Project Coordinators E
13	Planners III E
1	Planner II E
2	Planners I E
1	Information Officer III E
1	Computer Systems Analyst II E
1	Management Analyst II E
3	Administrative Aides E
1	Administrative Assistant E
2	Secretaries II E
32	Positions
32.0	Staff Years

CONVENTION & VISITORS BUREAU

1	Planner III E
1	Position
1.0	Staff Year

ECONOMIC DEVELOPMENT AUTHORITY

Agency Mission

To encourage and facilitate business and capital attraction, retention, and development in Fairfax County; to promote the County's cultural, historical, and recreational attractions to business travelers; and to attract business meetings, conferences, and seminars to the County's meeting facilities in order to expand the County's nonresidential tax base.

Agency Summary					
Category	FY 2000 Actual	FY 2001 Adopted Budget Plan	FY 2001 Revised Budget Plan	FY 2002 Advertised Budget Plan	FY 2002 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	33/ 33	33/ 33	33/ 33	33/ 33	33/ 33
Expenditures:					
Personnel Services	\$1,817,982	\$1,895,963	\$2,048,566	\$1,961,563	\$1,981,179
Operating Expenses	4,715,695	4,817,367	4,664,793	5,108,894	4,856,465
Capital Equipment	0	0	0	0	0
Total Expenditures	\$6,533,677	\$6,713,330	\$6,713,359	\$7,070,457	\$6,837,644

Summary by Cost Center					
Category	FY 2000 Actual	FY 2001 Adopted Budget Plan	FY 2001 Revised Budget Plan	FY 2002 Advertised Budget Plan	FY 2002 Adopted Budget Plan
Administration	\$6,093,379	\$6,282,002	\$6,282,031	\$6,635,366	\$6,401,428
Convention & Visitors Bureau	440,298	431,328	431,328	435,091	436,216
Total Expenditures	\$6,533,677	\$6,713,330	\$6,713,359	\$7,070,457	\$6,837,644

Board of Supervisors' Adjustments

The following funding adjustments reflect all changes to the FY 2002 Advertised Budget Plan, as approved by the Board of Supervisors on April 30, 2001:

- The 1.0 percent cost-of-living adjustment approved by the Board of Supervisors, and previously held in reserve, has been spread to County agencies and funds. This action results in an increase of \$19,616.
- A net decrease of \$252,429 as part of the \$15.8 million Reductions to County Agencies and Funds approved by the Board of Supervisors. This reduction includes a decrease of \$2,429 in professional development training as well as a reduction of \$250,000 for the Springfield Bio-Information Incubator. The net reduction results in a decrease of \$252,429 in Operating Expenses.

The following funding adjustments reflect all approved changes to the FY 2001 Revised Budget Plan from January 1, 2001 through April 23, 2001. Included are all adjustments made as part of the FY 2001 Third Quarter Review:

- The Board of Supervisors made no adjustments to this agency.

ECONOMIC DEVELOPMENT AUTHORITY

County Executive Proposed FY 2002 Advertised Budget Plan

Purpose

The Fairfax County Economic Development Authority (FCEDA) is an independent authority legally created by an enactment of the Virginia General Assembly. The Fairfax County Board of Supervisors appoints the seven members of the FCEDA's Commission that appoints the FCEDA's President. The Board of Supervisors appropriates funds annually to the FCEDA for operating expenses incurred in carrying out its mission.

The FCEDA has established two primary operational components to realize its goals. The Economic Development component provides direct assistance to businesses that intend to establish their operations within the County and focuses on business retention, which involves assisting existing businesses that plan to expand their operations within the County. The second component, the Convention and Visitors Bureau, has been established to attract business convention and tourist trade to Fairfax County.

Key Accomplishments

- ◆ Successfully hosted the 1998 World Congress on Information Technology.
- ◆ Negotiated an agreement with Black Enterprise magazine to host the Minority Business Conference, Venture Quest, in Fairfax County in FY 2001.
- ◆ Created 13,082 new jobs in FY 2000 in Fairfax County.
- ◆ Attracted \$980 million of venture capital to Fairfax County in FY 2000.

FY 2002 Initiatives

- ◆ The authority will continue to aggressively promote Fairfax County as a desirable place for domestic and international businesses to locate, and/or invest, as well as promote further expansion of existing business operations, meetings, and seminars.
- ◆ A primary focus will be to encourage retention and growth of local businesses, including minority-owned and women-owned establishments, and enhance the FCEDA's role in revitalizing the County's older commercial areas.
- ◆ The Authority will pursue advertising and promotional strategies, building upon past campaigns, to enhance the image of Fairfax County as a primary business location and increase awareness of, and familiarity with, Fairfax County among site location decision-makers, business executives, and capital sources domestically and world-wide.
- ◆ Advertising programming will be focused on new business attraction in national and international markets via print, radio, television, and the Internet.
- ◆ Funding is included to the Greater Washington Initiative, which markets and advertises the Greater Washington area as a premier business location.
- ◆ Continue funding the Community Business Partnership, which provides assistance to minority and women-owned businesses in southern Fairfax County.
- ◆ In FY 2002, the FCEDA will co-sponsor with Black Enterprise magazine a two and one-half day event to focus attention on Fairfax County as a location for minority businesses.

ECONOMIC DEVELOPMENT AUTHORITY

Performance Measurement Results

The FCEDA is charged with attracting jobs, taxes, and capital to Fairfax County and its business community. In FY 2000, 13,082 jobs were created in Fairfax County; \$980 million in venture capital was attracted to Fairfax County businesses; and the proportion of real estate tax base that comes from nonresidential sources topped 25 percent for the first time in the 1990s.

Funding Adjustments

The following funding adjustments from the FY 2001 Revised Budget Plan are necessary to support the FY 2002 program:

- ◆ An increase of \$65,600 in Personnel Services associated with salary adjustments necessary to support market rate adjustments for this agency.
- ◆ An increase of \$250,000 in Operating Expense contributions to provide for the Board of Supervisors' sponsorship of the Springfield Business Incubator to attract growth-oriented businesses to the area. FCEDA will contribute \$250,000 from existing funding for a total of \$500,000 for this incubator project.
- ◆ An increase of \$41,470 in Operating Expenses primarily for costs associated with Information Technology infrastructure charges based on the agency's historic usage and the Computer Equipment Replacement Fund (CERF) surcharge to provide for the timely replacement of the County's information technology infrastructure.

The following funding adjustments reflect all approved changes to the FY 2001 Revised Budget Plan since passage of the FY 2001 Adopted Budget Plan. Included are all adjustments made as part of the FY 2000 Carryover Review and all other approved changes through December 31, 2000:

- ◆ As part of the FY 2000 Carryover Review, \$29 was added to Operating Expenses for encumbered carryover.



Administration

Goal

To foster and promote the governmental, social, educational, and environmental infrastructure to make Fairfax County a world-class, 21st Century business center and the global capital of the knowledge industry.

Cost Center Summary					
Category	FY 2000 Actual	FY 2001 Adopted Budget Plan	FY 2001 Revised Budget Plan	FY 2002 Advertised Budget Plan	FY 2002 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	32/ 32	32/ 32	32/ 32	32/ 32	32/ 32
Total Expenditures	\$6,093,379	\$6,282,002	\$6,282,031	\$6,635,366	\$6,401,428

Objectives

- ◆ To increase the number of jobs created by 17 percent from 11,100 in FY 2001 to 13,000 new jobs created in FY 2002.
- ◆ To continue to attract 1.4 percent of the market share of growth for venture capital funds in the United States against a national four-year rolling average to Fairfax County.

ECONOMIC DEVELOPMENT AUTHORITY

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 1998 Actual	FY 1999 Actual	FY 2000 Estimate/Actual	FY 2001	FY 2002
Output:					
Business announcements	123	115	125 / 147	130	130
Jobs created	11,558	10,068	11,000 / 13,082	11,100	13,000
Efficiency:					
Cost per job attracted	\$456	\$610	NA / \$467	\$566	\$483
Outcome:					
Venture Capital attracted ¹	NA	1.37%	1.25% / 1.25%	1.40%	1.40%

¹ Indicator shows a percentage of the Market Share for Venture Capital funds in the United States that is projected to be attracted by Fairfax County businesses. In FY 2000, the actual indicator reflects the percentage attracted from the Venture Capital fund in the United States against a national rolling four-year average.



Convention and Visitors Bureau

Goal

To continue serving as the central point for Fairfax County on travel and tourism efforts for promoting Fairfax County as a destination for business meetings and conferences, as well as promoting local Fairfax County attractions.

Cost Center Summary					
Category	FY 2000 Actual	FY 2001 Adopted Budget Plan	FY 2001 Revised Budget Plan	FY 2002 Advertised Budget Plan	FY 2002 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1
Total Expenditures	\$440,298	\$431,328	\$431,328	\$435,091	\$436,216

Objectives

- ◆ To increase the number of room-nights from meeting leads by 3.0 percent, from 60,000 in FY 2001 to 61,800 in FY 2002.
- ◆ To increase the meeting leads by 3.0 percent, from 4,030 in FY 2001 to 4,151 in FY 2002.
- ◆ To increase referrals to Fairfax County businesses from the Visitors' Center by 3.0 percent, from 28,500 in FY 2001 to 29,355 in FY 2002.

ECONOMIC DEVELOPMENT AUTHORITY

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 1998 Actual	FY 1999 Actual	FY 2000 Estimate/Actual	FY 2001	FY 2002
Output:					
Room night leads	46,924	61,150	NA / 57,160	60,000	61,800
Meeting lead referrals	3,604	3,925	NA / 3,913	4,030	4,151
Referrals from the Visitors' Center ¹	28,849	28,020	32,200 / 28,230	28,500	29,355
Visitors to Visitors' Center ²	52,469	56,002	60,000 / 57,910	59,647	61,436
Efficiency:					
Cost per visitor to Visitors' Center	\$1.13	\$1.00	\$0.85 / \$0.76	\$0.78	\$0.80
Service Quality:					
Percent of requests responded to for Visitor Center	100%	100%	100% / 100%	100%	100%
Outcome:					
Percent change in room night leads	50%	10%	10% / 10%	10%	3%
Percent change in meeting lead referrals	41%	10%	5% / 10%	10%	3%
Percent change in Visitors' Center referrals	659%	7%	59% / 59%	7%	3%

¹ Funding for the Fairfax County Visitors' Center was eliminated in the FY 1997 Adopted Budget Plan; however, funding was restored and the Center became operational in March 1997.

² Actual revenue received by Fairfax County for local travel taxes totals \$26,830,000 in FY 1998.